



Secrets for a Successful Visitors' Day Meeting

OPENING REMARKS:

Chapters that use this Visitors' Day plan enjoy tremendous results! Use this plan to build profitability, membership, referrals, and enthusiasm!

Be sure to coordinate the date of the event with your Director. He or she is the best person to speak at the meeting to explain the benefits of belonging to BNI and to encourage visitors to join that day.

As you review the following, and while working with this plan, please keep in mind that every person you meet and contact for Visitors' Day is also your potential new client or customer. So remember to incorporate your business into these activities.

WEEK #1 _____(DATE)

President/Event Coordinator hands out materials that you'll be using for contacting and keeping track of all your visitors. Every member will receive (1) a sample invitation letter, (2) Personal Prospect list, and (3) Contact Sphere worksheet. Go over all the material and fill out worksheets. (President, you must allow extra time for this during the meeting.) Be sure to get current BNI stats from your Director for the sample letter.

Every member's goal is to bring ____ or more letters and ____ or more business cards to our meeting in two weeks. Plan to pass a lot of referrals at the Visitors' Day meeting to really dazzle your guests.

After today's meeting, President, please ask your Director for details regarding reimbursement for postage. Finally, target a date to do a local press release using the enclosed sample. Again, be sure to get current BNI stats from your Director for the article.

WEEK #2 _____(DATE)

Members have one more week to finish their letters, use their own business letterhead, and promote their business at the same time. President, hand out and review (1) Visitors' Worksheet, and (2) Confirmation Sheet.

Members plan to bring the letters next week. Please don't seal your envelopes. Make sure you complete the Successful Visitors' Day Confirmation Sheet; you'll need to bring it with you to the meeting one week before your Visitors' Day event!

WEEK #3 _____(DATE)

Members bring the addressed, **UNSEALED** letters and envelopes. It is very important for all members to participate fully in this effort. Members also bring extra business cards to insert into the letters. Then seal the envelopes. Do this during the meeting. President will collect the letters to be mailed.

WEEK #4 _____ (DATE)

Plan to pass a lot of referrals on Visitors' Day! Take about ten minutes during the meeting to answer any questions regarding this week's assignment. The letters have been mailed and received by now. Today, _____ (DATE), begin calling to cordially invite visitors and confirm their attendance at the Visitors' Day meeting on _____ (DATE). Use the Successful Visitors' Day Confirmation Sheet to record each person's response.

It's really important to remember to bring your completed Confirmation Sheet to next week's meeting!! You will be exchanging it with another member.

By working smart, you can increase the number of people attending. Just remind your visitor to invite a visitor as well.

WEEK #5 _____ (DATE)

You'll need extra time at this meeting to attend to these last essential details, so plan accordingly!

Count and total how many rock-solid confirmed yeses there are. Please let both your Director and the meeting location know how many you'll be expecting for next week's meeting.

To ensure your success, exchange your Confirmation Sheet with another member to make the two-day reminder calls. This is an important step, and for this plan to yield good results, please DO NOT even think of skipping it.

President, please hand out and review the Reminders List with the members. Take care of any final details.

WEEK #6 _____ (DATE)

VISITORS' DAY!!! Congratulations, you've made it. Pass a lot of referrals today. Come early, prepared to meet everyone and network. Encourage people to sign up today; plan to stay after and help them fill out their paperwork. Say to them: "Remember, Tony Robbins says that 'one referral is equal to 15 cold calls,' so join today."

After this morning's meeting, you must follow up with everyone you've just met. Have the Leadership Team Visitor Hosts contact each visitor personally (either by phone or mail with a special note).

This is an exciting plan with excellent results for more business and adding new members to your chapter. It takes work and team effort. You know what they say about the secret of success? Without a little bit of work, it's still a secret!

Enclosed with this packet:

1. Goal Setting for Visitors' Day
2. Sample Invitation Letter
3. Successful Visitors' Day Confirmation Sheet
4. Successful Visitors' Day Reminders List
5. Visitors Worksheet
6. Sample Press Release
7. Visitors' Day Tally Form

Materials Needed:

1. Contact Sphere Worksheet (Chapter Tool-Kit)
2. Prospect List (Chapter Tool-Kit)
3. Visitor Sign-In Sheet (Visitor Hosts' Handbook)